Historic, Archive Document

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Regular \$5.35 Value

Enough for a Family of Five

Regular Value \$2.37

Complete instructions how to use it sent in

Miracle-Working Powder for Indoor and Outdoor Gardeners

HERE ARE THE FACTS AS REPORTED • Roses treated with Vitamin B-1 produce buds five inches in diameter. Roses transplanted while flowering never stopped growing one minute.

Snap Dragons grew 6 feet tall with gorgeous long flowering spikes. It's really amazing the marvelous results obtained with fruits, vegetables and flowers by using this new discovery.

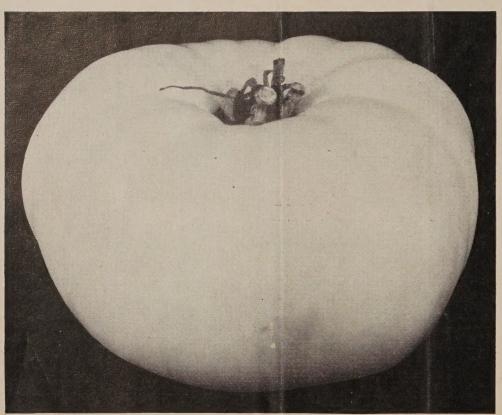
1752—(20 Pellets) Sufficient to make 400 gallons of Solution 50° postpaid 1753—(100 Pellets) Sufficient to make 2000 gallons of Solution \$100 postpaid

Use Vitamin B-1

On all your plantings this year of Seeds-Plants-Bulbs-Shrubs and Fruits. You will be amazed at the increased Growth-Vigor-and Blooms on your plants after using Vitamin B-1.

New And Outstanding Items For 1941

We want you (an old customer) to be the first in your neighborhood to enjoy these specialties. Our supply on these items is so limited this year we did not list in our catalog. We suggest that you send us your order immediately for your requirements of these outstanding varieties.



802 Tomato—New Snowball

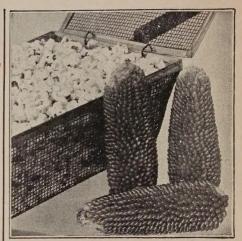
802 Tomato New Snowball

Pure White, Mild, Delicate Flavor

After several years of careful and painstaking breeding, we can now offer to you (our old customer) a sub-acid Pure White Tomato that the people who visited our trial grounds last year and tasted it proclaimed it to be the mildest and most delicate flavored Tomato they had ever eaten.

most delicate flavored Tomato they had ever eaten.

"Just imagine folks," raising in your own garden Pure White Tomatoes, many of which will weigh more than a pound. You will be the envy of your neighbors. Can you visualize a more appetizing salad than a few slices of this New Snowball Tomato, a few slices of Golden Ponderosa and a few slices of Glant Red Beefsteak Tomato. Now just add the salad dressing and let me at it. Really it makes me hungry for it right now. If you have not been eating tomatoes on account of their acidity, you can start enjoying again this most delicious vegetable if you grow the New Snowball. Our supply of seed is so limited this year we can only offer as long as unsold.



374 Popcorn New Hybrid Jap Hull-less

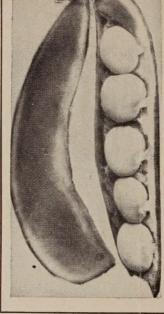
Here is the last word in popcorn—the latest triumph of the Minnesota Experiment Station, far surpassing standard Jap Hull-less in yield and popping expansion. Records show 16% greater yield per acre. Its most amazing feature is apparent when the corn is popped, for it expands to a suprising volume (measured at 29% more than ordinary Jap Hull-less). This huge popping volume makes this the most highly prized corn for popping and commercial use. We do not hesitate to recommend it as the finest popcorn obtainable from the standpoint of quality, flavor and tenderness.

Postpaid Prices Pkt. 10c, 1/4 lb. 15c, 1/2 lb. 25c, lb. 45c, 5 lbs. \$1.75.

Evergreen Seedlings

For Erosion Control, Soil Conservation and Windbreaks-





Baby Fordhook-Lima

Here is a new outstanding 75 day Baby Fordhook Bush Lima Bean introduced by Dr. Roy Magruder of the Ohio Experiment Station. It is a cross between Henderson Bush Lima and Fordhook Bush and one of the most delicious small podded, thick meated Lima Bean in cultivation. It is just ideal for home garden, resistant to disease, thrifty grower maturing a crop even as far North as the Canadian border. Pods 21/4 inches long, slightly curved, tightly packed with 3 to 4 small thick beans of green color. Buttery flavor. One of the very best varieties for freezing or cold packed canning. Supply limited, so please order early. Pkt., 15c; ½ lb., 30c; lb., 55c; 2 lbs., \$1.00, postpaid.

For Erosion Control, Soil Conservation, Wood Lots and Windbreaks, we know Evergreens will give Our Customer quick results and perfect satisfaction. These seedlings are not full grown trees but are the right size for transplanting. For windbreaks we recommend planting 100 feet away from buildings, setting trees 6 to 8 feet apart in the row and rows 8 to 10 feet apart. Plant in zigzag fashion for best protection. Complete planting instructions sent free with each shipment.

Remember We Ship Trees Listed Below Prepaid

Catal	og No. Variety	Age	Size	25 Trees	50 Trees	100 Trees
3397	American Arbor Vitae	2 Yr.	3 to 6"	\$0.90	\$1.50	\$2.50
3398	Black Hills Spruce	2 Yr.	3 to 6"	1.10	1.75	2.95
3393	Colorado Blue Spruce	2 Yr.	3 to 5"	1.15	1.85	3.15
3394	Norway Spruce	2 Yr.	3 to 6"	.75	1.25	1.95
3395	Scotch Pine	2 Yr.	3 to 6"	.90	1.50	2.50
3396	Austrian Pine	2 Yr.	3 to 5"	.90	1.50	2.50

Greatest Values On Earth Order NOW While Supply Is Available

State date you wish shipment made

4 Charming House
Plants for 79¢ Postpaid

ORDER BY NUMBER S. P. 3959

Not only Ornamental and Attractive but Fruits are Edible and the Plants are of Easy Culture. The contrast of the deep green Foliage with the Blossoms of the Fruits together with the green and ripened Fruits in various stages, give a charm and distinctiveness to a room that no other Plant can match. LOOK AT ALL YOU GET HERE FOR ONLY 79c. One strong Plant each of:

Ponderosa Lemon, Otaheite Orange, Strawberry Guava, Surinam Dwarf Cherry

Regular \$1.20 Value

ONLY 79¢





Otaheite Orange

\$5.00 Surprise Plant \$500 Collection No. S. P. 3995 For

20 Beautiful Plants All Properly Labeled

World's Greatest Plant Value

Annually our production and sale of House and Garden Plants runs into the millions, with an assortment of several hundred varieties. Naturally, in the production of such a great quantity and such an extensive list of varieties, we generally have a surplus at the end of the spring season of many kinds of very choice Plants. In past seasons, we have made a specialty of selling these surplus Plants at the end of the season, to some of the large department and chain stores. This season we have decided to give you, one of our most valued and old-established customers, the opportunity of securing one of these choice assortments at prices unheard of before. For only \$1.00 we will send you an assorted collection, consisting of 20 Perennial, House and Bedding Plants, the selection of Plants to be strictly our own and which we guarantee to be the biggest value in Plants ever offered to you. This Surprise Collection offers you a \$5.00 Value for only \$1.00—an average of only 5c per Plant. We begin making shipments on this Outstanding Offer about May 1st but we urge you to send your orders in promptly for this Surprise Collection so that it may be filled and shipped to you promptly right after May 1st. Please understand we make no shipments on this Collection until May 1st but you may send us your order now and be assured that we will fill it promptly and to your entire satisfaction, making shipment right after May 1st.



2 NEW CHARMING HOUSE PLANTS House Plants Are Again in Style

Add Cheerfulness to Your Home Surroundings With These Charming New Varieties



S.P. 4064 NEW BRANCHING IVY
SYLVANIAN BEAUTY U. S. Patent 430

Glorious new Ivy House Plant. Deep green foliage grows to a height of 12" and then self branch, covering surface within 8 to 10" of pot, forming attractive pyramidal shape. Each 35c, 2 for 62c.



S.P. 4062 BIRD NEST ZEBRA PLANT

A glorious new attractive ornamental House Plant with intense deep green, heavy, waxy leaves, splashed and marked with white streaks. Short, compact and the heart of the plant is formed in a most attractive bird nest shape. Each 42c, 2 for 75c.

SPECIAL OFFER S. P. 4068
One strong plant each of the above two
beauties—New Branching Ivy and Bird
Nest Zebra Plant

ONLY 68° POSTPAID

Il The World Loves Roses



Olympia. Beautiful rich velvety crimson. Large double blooms. Golden Dawn. The world's greatest bright golden yellow Tea Rose. New Columbia. Gloriously brilliant soft pink. Delightfully sweet scented. Gypsy Lass. Brilliant scarlet crimson of exquisite shade. Semi-double. Rapture. Charming large flowered pink. Exquisite form. Very fragrant. Caledonia. Exquisite double white of beautiful form and texture.

Here Is Your Opportunity to Secure the

Greatest Values

Less Money

Guaranteed Tea R

The Rose is the most beautiful flower in the world. Everybody loves Roses and here you have a grand opportunity to secure the world's finest varieties of these lovely, fragrant, everblooming all summer Roses at extremely low prices.

SPECIAL INTRODUCTORY OFFER S. P. 4069

Not Listed In Catalog

GREATEST BARGAIN EVER MADE On Beautiful One-Year-Old Everblooming Bush Tea Roses

LOOK AT ALL YOU GET FOR \$1.00 POSTPAID

1 Each of the 10 beauties described below. Every one labeled as to name and variety

Mme. Butterfly. A charming deep pink of perfect form; rather fragrant. Schaabenland. A new outstanding deep crimson red of beautiful form; free blooming.

Betty Uprichard. A truly deep pink Rose that has given universal satisfaction everywhere.

Lady Margaret Stewart. A late creation of a glorious sunflower yellow. Free bloomer that you will surely enjoy.

P. 4070—2 Year Old Size Above Roses. Your Choice, Any 3 of the Above 10 as Listed \$1.00 Postpaid

Best Glorious Hardy

One Year Old Roses—Grown On Their Own Roots—All Well Developed Plants Guaranteed To Please You This Big Bargain Collection of Climbing Roses Cannot Be Broken—You Get one Each of the Eight Outstanding Varieties Described Below, All Properly Labeled, for Only \$1.00 Postpaid.

Remember last spring how you envied your neighbors when their beautiful Climbing Roses came into full bloom? Why not have this same enjoyment in your own garden this year? As an old customer of ours, in appreciation of your long continued patronage, we make you this astonishing offer of 8 Gorgeous Climbing Roses, grown on their own roots, not grafted, at the lowest prices we have ever made. You Must Act Promptly as our supply is limited. Send Your Order Today. We will ship at proper planting time.

Chaplain's Pink. A striking new rose derived by crossing American Pillar with Paul's Scarlet, two of the world's best climbers. Strong grower, bearing magnificent trusses of eight to twelve flowers the size and shape of Paul's Scarlet Climber, but colored evenly in a lovely carmine-pink.

Gardenia. Bright yellow, cream color when open; very fragrant; early flowering and a profuse bloomer.

Veilchenblau (The Blue Rose). Large Hydrangea-shaped panicles of tight florets—a prevailing steel blue in color. A good bloomer.

Mary Wallace. Blooms two or three times during the summer months. A Pillar rose supporting itself on a bushy growth 6 to 8 feet high. Bright clear rose-pink with salmon at the base of the petals. Dr. Huey. Buds and flowers medium size, semi-double; borne in clusters of 3 and 4 on good strong stems. Color, dark crimson-maroon, of great brilliancy; stamens and anthers light yellow. Blooms continuously for three weeks.

Mary Lovett. Here is another Wichuraiana Hybrid, a cross between a seed-ling Wichuraiana and Kaiserin Augusta Victoria. Best white climber.

American Pillar. A single flowering variety of great beauty and one that appeals to everyone. The enormous flowers three to four inches across of a lovely shade of apple-blossom-pink with a clear white eye and clusters of yellow stamens, are borne in immense bunches.

Marie Gouchault. A vigorous grower, with large elongated clusters of 30 to 40 double light red flowers passing to bright salmon-pink.

S. P. 3993—SPECIAL OFFER Your choice, any three of the above 2 Year Old Size Above Hardy Climbing Roses. Your Choice, Any 4 for \$1.00 Postpaid

Koses

One each of the seven Polyantha Roses described below. In bloom from June until frost time. Fine for borders, hedges or bedding.

Catherine Zeimet. Double pure white. Chatillon Rose. Semi-double, bright pink. Etoille Luisante (Baby Herriot). Shrimp-pink. George Elger. Golden Yellow. Gloria Mundi. Orange-scarlet. La Fayette. Brilliant cherry-crimson.

Mlle. Cecile Brunner. Blush, shaded light salmon-pink.
S. P. 3990. Special offer—Your choice, any three of the above Poly-

antha Roses only 50c, Postpaid.

- ROCKFORD, ILLINOIS